Canada's Software Showcase 2010

Face-to-face interaction is a highly valued commodity within the Canadian software industry. In keeping with this value, Descore, Inc. hosted a pair of events this September that brought together Canadian resellers and U.S. software developer communities. Named Software Showcase 2010, this event created a unique opportunity for resellers to network with one another and help close the gap between the developer and the reseller. Attendees had the opportunity to learn first-hand about the newest functionalities added to their chosen developer's product lines and to speak directly with representatives of both BASIS International Ltd. and Synergetic Data Systems.

By Dave Foster
President, Descore Inc.
BASIS Product Distributor

First Stop, Montreal

On September 27th, the Marriott Courtyard located near the Montreal airport was the venue for this well attended event, despite construction on many of the neighbouring streets. Nico Spence, Chairman and CEO of BASIS, came well prepared to demonstrate the newest BBj® features. He introduced BUI (Browser User Interface) and demonstrated its functionality, then re-introduced Barista to our customers. The foreign language capabilities of Barista was of particular interest to our French-Canadian VAR community who wanted to move their already multilingual applications forward to a graphical presentation in the fastest possible way. Barista is just what the doctor ordered!

Final Stop, Toronto

Descore hosted the last showcase on September 29 at the Thornhill Golf and Country Club in north central Toronto. The ambiance of the clubhouse continues to create an air of participation and networking that has proven, year after year, to be a well received and desirable venue for our Toronto-based customers.

We asked our customers to provide feedback to help us determine future needs. Many requested more technical focus and less marketing-oriented sessions with a chance for dynamic conversation about BASIS technology and their individual applications. Nico included one of the shorter Java Break sessions in his presentation to demonstrate the step-by-step process of moving a character-based application to a graphical application with Barista and the ease with which new BBj features integrate into existing applications using Barista. This simple presentation displayed the value of the Java Break sessions (go to links.basis.com/JavaBreak). We expect greater participation from Canadian VAR's in future sessions.

The Results

Through these showcase events and individual training sessions, Descore succeeded in moving good applications forward technologically, making them better, using object-oriented functionality in BBj …the Java-based object-oriented extension of Business BASIC. ∎

OSAS and BASIS in the Bright Lights of Las Vegas

Once again, Open Systems, Inc. continued their reputation for excellence with the production of their annual conferences. They put on quite a show this September...for a full week in Las Vegas! Act 1 was the Partners in Profit conference for the reseller channel, followed by Act 2 - Customer Excellence conference - for the end user channel. This format of back-to-back conferences maximized the networking opportunities and the ability to educate all of their customers.

It was great to visit with Open Systems resellers, meet end users, and discover what is on the horizon for the OSAS product. Dave Link, Vice President of OSAS Product Development, shared some exciting new directions for his development plans and their use of some of the latest BBj features. We are

By Gale Robledo
Account Manager

thrilled that the OSAS product has closely followed our releases of BBj, allowing them to implement our new features as quickly as possible and we were especially pleased with the announcement that OSAS 8.0 will be a BBj-only release.

BASIS was privileged to be an exhibitor and presenter at both the Partners in Profit and Customer Excellence conferences. BASIS' dynamic duo - Nico Spence, CEO, and Dr. Kevin King, President - did an outstanding job presenting our experience of moving our entire enterprise to Cloud Computing; using BBj Web Server and iReports, and many other features that enhance the OSAS experience.

A conference highlight each year is the Top 25 awards banquet when Open Systems recognizes their top resellers for their hard work and success. Response Computer Group (RCG) from Milford, Delaware, earned this year's top honor. It was a return trip

Dr. Kevin King and Nico Spence present Cloud Computing

to the podium for RCG with an encore performance. RCG's product sales come mainly from the OSAS product line built on BASIS technology. Read more about their organization in the *BASIS International Advantage* feature article "RCG Uses Marketing Skills to Achieve OSAS 'Top Dog' Status" (see links.basis.com/RCG).

Congratulations to Response Computer Group on another successful year using OSAS and BASIS products to enrich and grow their customers' businesses. And a special "Thank you" to Open Systems for hosting such a great conference. ∎